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**Remarks/Arguments**

Claims 1-10 are pending and are rejected in the final Office Action dated September 21, 2007. Claims 1, 5-7 and 10 are amended herein to more particularly point out and distinctly claim the subject matter Applicants regard as the invention.

**Re: Rejection of Claims 1-10**

Claims 1-10 are rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent Publication No. 2005/0138660 to Boyer et al. (hereinafter, "Boyer") in view of U.S. Patent Publication No. 2005/0273819 to Knudson et al. (hereinafter, "Knudson"), and further in view of U.S. Patent No. 6,009,410 to LeMole et al. (hereinafter, "LeMole"). Applicants respectfully traverse this rejection for at least the following reasons.

Applicants first note that independent claims 1 and 6, as amended herein, both recite:

"receiving a signal indicating user selection of said advertisement;  
and  
providing a user selection display in response to said user selection of said advertisement, said user selection display comprising a listing of a plurality of user selectable options associated with said broadcast television program." (emphasis added)

As indicated above, independent claims 1 and 6 are amended herein to clarify that a user selection display is provided in response to user selection of an advertisement. The user selection display comprises a listing of a plurality of user selectable options associated with a broadcast television program represented by the selected advertisement. In this manner, the claimed invention advantageously provides users with a convenient listing of various user selectable options associated the broadcast television program in response to selection of the associated advertisement. Dependent claims 5, 7 and 10 are amended herein to specifically define the types of the user selectable options that may be provided by the user selection display.

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None of the cited references, whether taken individually or in combination, teach or suggest the subject matter of independent claims 1 and 6. First, it is noted that advertisement 620 shown in FIG. 6 of Boyer and advertisement 125 shown in FIG. 9 of Knudson are not even user selectable. The Examiner ostensibly admits this fact with respect to Boyer on page 3 of the final Office Action dated September 21, 2007. With respect to Knudson, however, the Examiner alleges that Knudson "teaches a subscriber choosing to immediately tune to an advertised program, see Para [0068]-[0069], using a TUNE button 129b (Fig. 9)" (again, see page 3 of the final Office Action dated September 21, 2007). In response to this allegation, Applicants note that this tuning feature of Knudson does not tune to a broadcast television program associated with advertisement 125. Rather, this tuning feature of Knudson is used to tune to a program which is the subject of the "reminder" screen shown in FIG. 9 (see paragraph [0068]). As previously indicated in Applicants' last response, Knudson makes a clear distinction between a "reminder" and an "advertisement" (see, for example, FIG. 9 which clearly shows a "reminder" and an "advertisement" as two completely separate items). Accordingly, neither Boyer nor Knudson even indicates that an "advertisement associated with a broadcast television program" is selectable by a user. As such, neither Boyer nor Knudson teach or suggest, *inter alia*, the claimed feature of "providing a user selection display in response to said user selection of said advertisement, said user selection display comprising a listing of a plurality of user selectable options associated with said broadcast television program."

LeMole is unable to remedy the aforementioned deficiencies of Boyer and Knudson. In particular, LeMole discloses a method and system for presenting customized advertising to users on the World Wide Web. While LeMole does teach that a user may click on an advertisement to request a full web page from an advertiser's site (see steps 308 and 408 of FIGS. 3 and 4, respectively), it fails to teach or suggest, *inter alia*, the claimed feature of "providing a user selection display in response to said user selection of said advertisement, said user selection display comprising a listing of a plurality of user selectable options associated with said broadcast television program." Accordingly, neither Boyer, Knudson nor LeMole,

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whether taken individually or in combination, teach or suggest all elements of the claimed invention, and withdrawal of the rejection is respectfully requested.

**Conclusion**

Having fully addressed the Examiner's rejections it is believed that, in view of the preceding amendments and remarks/arguments, this application stands in condition for allowance. Accordingly, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the applicant's attorney at (609) 734-6813, so that a mutually convenient date and time for a telephonic interview may be scheduled. No fee is believed due. However, if a fee is due, please charge the fee to Deposit Account 07-0832.

Respectfully submitted,

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